

THE MESSAGING TOOLKIT



DISCOVER
HALIFAX



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The Halifax Region has a wide and diverse range of experiences to offer visitors! This toolkit exists to help businesses in the tourism industry talk to leisure and business visitors about HALIFAX, consistently and in a way that puts our best foot forward.

We hope you find this guide helpful and informative.

Remember, we all have a part to play in building and strengthening our visitor economy!

For more information, please check out our many visitor experience resources:

1. Website and Blog
discoverhalifaxns.com
2. Official Halifax Highlights Visitor Guide
3. Social Media
@discoverhalifax 
@hfxnovascotia 
/discoverhalifax 

VISION

GLOBALY RECOGNIZED AS CANADA'S FAVOURITE CITY

There is something special about Halifax that invites you in and leaves you wanting more. We are a world-class city with legendary Maritime hospitality and stand-out attractions, natural wonders, restaurants, accommodations and more.

We go over and above to make every guest feel like our only guest. And together, if we strive to achieve this vision, we will create an experience that makes visitors want to come back again and again.

OUR BRAND STORY (What sets us apart) A PERFECT BALANCE

Halifax is a perfect paradox. We are where land meets sea, old meets new, urban meets rural and traditional meets trendy. We balance a relaxing pace with modern urban amenities and affordability with world class-experiences. We value our strong historical ties but drive to shake up the norm. And it's this perfect balance that makes Halifax one of the best places in the world to visit, no matter what a visitor is looking for.

OUR ADVERTISING TAGLINE JOIN US AT THE EDGE/

The Edge is where urban chic meets seacoast casual.

It's where rich history borders modern exciting experiences.

It's where infrastructure for sophisticated meetings and conventions mingles with amazing natural wonders.

It's where people near and far want to be, because it's where energetic events and attractions intersect with peaceful relaxation.

The Edge is where boardwalks, beaches, shops, restaurants, concerts, art and culture collide.

And it's where Halifax resides, both physically and in our minds – at the edge of our country, where the city meets the sea.

Join us at The Edge. Join us in Halifax.

HALIFAX'S BRAND





VISITOR SEGMENTS

OVERVIEW

Halifax welcomes 5.3 million overnight visitors each year. In fact, 1 in every 27 people in HALIFAX is a visitor!

Much like our region, our visitors are diverse, each in search of their own perfect visit.

When talking to and providing advice to visitors, start by asking a few simple questions such as:

Where are you visiting from?
Is there anything in particular you're looking to do?
How much time do you have?

In addition, below are some examples of visitor types and their motivations to visit.

OUR MARITIME AUDIENCE

Represents 56% of visitors to HALIFAX. Many are “urban experiencers”. They are looking for festivals & events, shopping and culinary. To them:

- Halifax is the largest city in the Maritimes, bringing with it a fun, urban energy with unlimited things to do.
- Halifax is the place to be in Atlantic Canada for the best shopping, most restaurants and energetic events.

OUR ONTARIO AND QUEBEC, REST OF CANADA AND NORTHEASTERN UNITED STATES AUDIENCE

Represents secondary visitors to Halifax. They are in more of a vacationer mindset looking to enjoy the waterfront and traditional Maritime experiences. To them:

- Halifax is a classic Maritime and East Coast region filled with authentic maritime hospitality and friendly-natured people.
- Halifax has no shortage of fresh seafood, caught right in our waters. Enjoy full lobster dinners, raw oysters, fried clams and more.
- Halifax is situated on the coast of the Atlantic Ocean. Filled with fresh, salty air, enjoy coastal hikes, beaches, winter surfing and many other water activities.
- Halifax is home to stunning lighthouses, including Sambro Lighthouse (the oldest functioning lighthouse in North America) and Peggy's Cove (one of the most photographed lighthouses in the world).

KEY MESSAGES

- Halifax is the shopping **capital** of the Maritimes!
- Halifax has the **most** shopping options east of Montreal.
- Halifax has something for everyone, from large shopping centres to boutique shops.
- Why not make your next trip to Halifax a shopping one?

There's a reason why Halifax is known as Atlantic Canada's shopping capital! From multiple world-class shopping centres to made-in-Nova Scotia products, there is no shortage of amazing stores for tourists to explore.

HIGHLIGHTS

1. High level overview of what exists here:
 - Two major shopping malls: Halifax Shopping Centre and Mic Mac Mall.
 - Two major outdoor shopping areas: Dartmouth Crossing and Bayers Lake.
 - Boutique shopping districts: Spring Garden Road, Historic Properties, Downtown Dartmouth, the Hydrostone and Bishop's Landing.
2. Halifax is now home to IKEA, the only one in Atlantic Canada.
3. The following stores are the first and only of their kind in Atlantic Canada: Apple, Aritzia, Coach, Fossil, Hollister, Michael Kors, Swarovski, Victoria's Secret, Zara, IKEA.
4. Halifax hosts dozens of holiday craft markets from October to December each year.

For more information about shopping in Halifax go to www.discoverhalifaxns.com/shopping





KEY MESSAGES

- Halifax has spectacular, **world-class attractions**.
- Halifax has a growing number of attractions, such as the new **Discovery Centre**, the **Halifax Central Library**, the **SeaDome** and more.
- Halifax has attractions for all ages.
- Most of Halifax's attractions are open year-round.

ATTRACTIONS

Attractions in Halifax are plentiful! We have breathtaking views, amazing beaches, historic museums, lots of arts and culture and so much more. Halifax has every type of activity or attraction a tourist needs; we just need to showcase and tell them!

HIGHLIGHTS

- Halifax Public Gardens
- Halifax Central Library
- Halifax Citadel National Historic Site of Canada
- Halifax Waterfront Boardwalk
- Maritime Museum of the Atlantic
- Canadian Museum of Immigration at Pier 21
- Alexander Keith's Brewery
- Peggy's Cove
- 100 Wild Islands

For more information and a full listing of attractions in Halifax go to www.discoverhalifaxns.com/attractions



EVENTS

With the most festivals and events in Atlantic Canada, we have a robust diversity of events in Halifax. Discover Halifax's buzzing urban energy and legendary festivals and events year-round.

ANNUAL MARQUEE EVENTS

- Savour Food & Wine Festival - January – March
- The Royal Nova Scotia International Tattoo - June/July
- Halifax Jazz Festival - July
- Halifax Pride Festival - July
- Halifax Seaport BeerFest - August
- Halifax Buskers Festival - August
- Festivals of Wines - September
- Nocturne: Art At Night - October
- Halifax Pop Explosion - October

KEY MESSAGES

- Halifax is home to the **most festivals and events** in Atlantic Canada.
- Halifax is a year-round destination to experience events.
- Events are a significant reason to visit Halifax.
- Halifax has a growing number of foodie-events including Oyster Fest, Cider Festival, Savour Food & Wine Festival, Seaport Beer Festival, Rib Fest etc.
- Venues such as the ScotiaBank Centre, Rebecca Cohen and Casino Nova Scotia are continuously hosting fantastic concerts, unique shows and sporting events. Ensure you check their websites for a listing of their events.

For more information and a full listing of events in Halifax go to www.discoverhalifaxns.com/events



KEY MESSAGES

- Halifax is the **culinary capital** in Atlantic Canada.
- Halifax takes pride in using locally sourced produce and ingredients.
- Halifax has an ample amount of **fresh seafood** restaurants.
- Food is worth celebrating in Halifax.
- Halifax's food scene is constantly evolving.

CULINARY

As the culinary capital of Atlantic Canada, we have hundreds of restaurants all with their own unique vibe, dishes and taste.

CULINARY HIGHLIGHTS

- There are 42 breweries in Nova Scotia, the **most per capita** of any province.
- Halifax was voted one of the Best Beer Towns in Canada by **Expedia**.
- **EnRoute** lists the Best Restaurants in Dartmouth including The Canteen on Portland Street, John's Lunch, Portland Street Crêperie, New Scotland Yard Emporium and more.
- **Huffington Post** lists the 15 Restaurants In Halifax You Have To Try including Battery Park Beer Bar, Chives Canadian Bistro, The Bicycle Thief and Studio East Food+Drink.

MAJOR CULINARY EVENTS

- Savour Food & Wine Festival - January/March
- Ribfest Halifax - June/July
- Halifax Seaport Beer Festival - August
- Halifax Oyster Festival - September
- NSLC Festival of Wines - September

For more information about culinary in Halifax go to www.discoverhalifaxns.com/eatanddrink

KEY MESSAGES

- Halifax is surrounded by **thrilling adventures** in a stunning region.
- Halifax is a great place to **surf** and learn how to surf.
- Halifax is home to dozens of stunning **beaches**.
- Halifax has many **inland and coastal trails** spanning across the entire region that are perfect for hiking, biking, walking and running.

As a region situated on the ocean there is no shortage of water-based activities such as boating, surfing, kayaking and paddle boarding. But more than that, we have spectacular hiking, biking and walking trails inland and along our rugged coastline just waiting to be explored!

HIGHLIGHTS

- The 100 Wild Islands is one of the last remaining intact and ecologically rich island groups of its size in North America.
- The Halifax Public Gardens is one of the finest surviving examples of a Victorian Garden in North America.
- The Sambro Lighthouse is the oldest functioning lighthouse in North America.
- Halifax is part of the world's longest trail, the Trans Canada Trail.
- Mysterious, isolated and wild wind-swept Sable Island is home to 500 wild horses.
- Kayak along our rugged coastline, up rivers, through our Halifax Harbour or amongst the 100 Wild Islands!
- Give winter surfing a chance at Lawrencetown Beach in the Eastern Shore!

OUTDOOR ADVENTURE





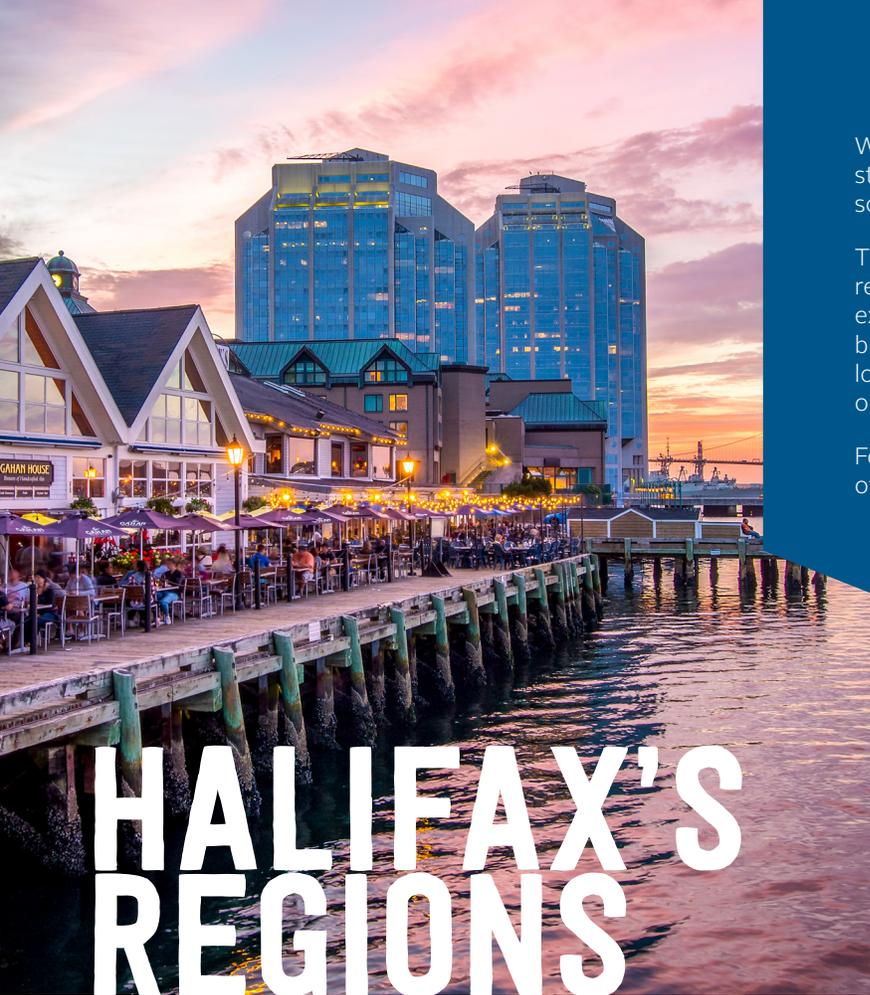
HALIFAX FACTS

- The **Art Gallery of Nova Scotia** is home to the world's largest public collection of Maud Lewis' art.
- The **Maritime Museum of the Atlantic** is the oldest and largest Maritime museum in Canada.
- The **100 Wild Islands** is one of the last remaining intact and ecologically rich island groups of its size in North America.
- The **Discovery Centre** is the largest science centre in Atlantic Canada and home to Atlantic Canada's first immersive Dome Theatre.
- **Musquodobit Valley** is home to the largest **Outdoor Humming Bird Sculpture** in North America.
- Halifax is home to one of the world's longest downtown boardwalks.
- The **Canadian Museum of Immigration** is Atlantic Canada's only national museum.
- The **Halifax Seaport Farmers' Market** is the longest continuously operating farmers' market in North America.

- The **Halifax Transit Ferry** is the oldest salt-water passenger ferry service in North America.
- The **Halifax Public Gardens** is one of the finest surviving examples of a Victorian Garden in North America.
- The **Halifax Waterfront** is the most visited attraction in Nova Scotia. More than two million people visit the Halifax waterfront each year!
- **Peggy's Cove** is one of the most photographed lighthouses in the world.
- The **Sambro Lighthouse** is the oldest functioning lighthouse in North America.
- **Sable Island** has the world's biggest breeding colony of grey seals.

FACTS ABOUT THE REGION

- Halifax Region Population: 414,129 (2014).
- Halifax Region Landmass: 5,490 km².
- Age: Halifax was founded in 1749.



With an area of 5,500 km² and 150 km of stunning coastline, the Halifax region has something for everyone to experience.

The Halifax region consists of nine distinct regions, each offering a variety of unique experiences. From urban nightlife and craft breweries, to white sand beaches and epic lobster dinners, you can experience it all in one of our regions.

For a closer look at the regions and what they offer, visit discoverhalifaxns.com/regions.

BEDFORD-SACKVILLE

The Bedford-Sackville Region is located near the most internal point of the Halifax Harbour and is home to family focused malls, historic Hemlock Ravine Park, the famous Chicken Burger and so much more!

DARTMOUTH-COLE HARBOUR

Located across the harbour from Downtown Halifax this region is home to top-notch cafes, chic shops and fantastic trails such as Salt Marsh Trail and Shubie Park. You haven't seen the Halifax Harbour until you've seen it from both sides!

DOWNTOWN HALIFAX

Downtown Halifax is the urban core of the region, complete with hundreds of restaurants, boutique shopping, festivals and events, world-class attractions and highly rated hotels, Downtown Halifax is the go-to tourism hub of the region.

EASTERN SHORE

Located roughly 45 minutes east of Downtown Halifax, this nature-filled region is known for its scenery, surfing culture, beaches, wildlife and outdoor adventure. Some main attractions include Fisherman's Cove and the 100 Wild Islands!

HALIFAX AIRPORT AREA

Just 30 minutes outside of downtown Halifax is the Halifax Airport Area, home to the Halifax Stanfield International Airport and its charming surrounding communities, with their delightful and locally cherished cafes, bakeries, pubs and markets.

MUSQUODOBIT AREA

The largest region in Halifax is predominately known for its outdoor adventure of cycling, kayaking, canoeing, fishing, hiking and camping. In this region is also the picturesque Musquodobit River, an outdoor enthusiast's haven, all just 1 hour outside of Downtown Halifax.

NORTH END HALIFAX

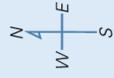
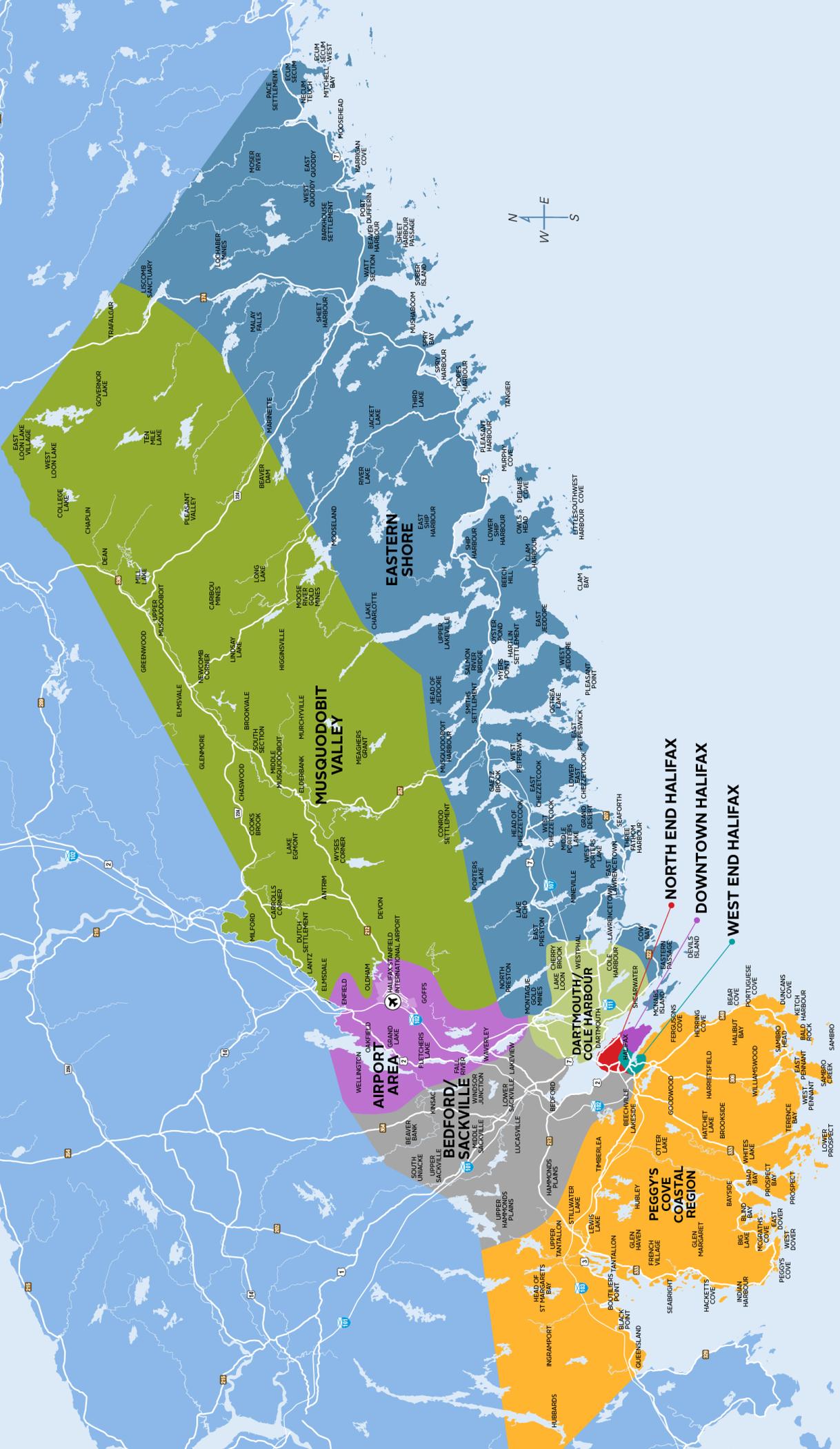
The North End is a trendy area known for its hipster vibes, up and coming restaurant scene, boutique and second-hand shops, colourful houses and lively nightlife – it's a place that piques curiosity.

PEGGY'S COVE COASTAL REGION

The Peggy's Cove Coastal Region is where you go to relax in nature, with its scenic drives, famous lighthouses, coastal beaches and delicious seafood... top that with picturesque hikes, historic sites and unique attractions!

WEST END HALIFAX

Just 10 minutes west of Downtown Halifax, the West End is known for its electric mix of rural and urban vibes. From Quinpool Road and the Armdale Area to the Halifax Shopping Centre and Fairview, there's lots to see within this one diverse region.



MUSQUODOBIT VALLEY

EASTERN SHORE

AIRPORT AREA

BEDFORD/SACKVILLE

DARTMOUTH/COLE HARBOUR

PEGGY'S COVE COASTAL REGION

NORTH END HALIFAX

DOWNTOWN HALIFAX

WEST END HALIFAX

HALIFAX'S REGIONS



WHO IS DISCOVER HALIFAX?

VISION

Globally recognized as the favourite city in Canada.

MISSION

We maximize regional wealth and economic growth through the promotion of Halifax as the preferred destination to our highest ROI markets.

Discover Halifax is a non-profit, membership-based marketing and sales organization in partnership with the Halifax regional government, the Hotel Association of Nova Scotia and participating industry members. Since its inception in 2002, Discover Halifax's goal is to promote Halifax as a destination of choice for leisure and business travellers.

For more information on how to work with Discover Halifax or to become a member go to discoverhalifaxns.com/members.